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RICHARD A. BRADY

COVINGTON & BURLING

UNION TRUST BUILDING

WASHINGTON, D.C. 20005

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May 10, 1969

Messrs. Haas
Hetsko
Ramm
Smith
Yeaman

Tar and Nicotine Testing -- Effect of Butt Length on Precision

Gentlemen:

You may recall that, on the fourth round of testing, the Industry TITL first tested 100 cigarettes according to the Federal Trade Commission methodology, e.g., to a butt length of 23 mm or 3 mm beyond the filter plus overwrap, and then additionally tested a second sample of 100 cigarettes utilizing the industry's recommended 30 mm butt length.

We now have the results of both of these tests.

The attached tabulation demonstrates a comparison of the Error obtained in the two tests. In order to report to the nearest whole milligram for tar or nearest tenth of a milligram for nicotine, the Error in any run cannot exceed 0.5.

You will note that smoking to a butt length of 30 mm, as the industry recommended, even with a sample of 100 cigarettes, substantially increases the precision. This can be seen from the relatively fewer instances in which the E is less than 0.5 at a longer butt length than the FTC obtained with its method.

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We are also forwarding copies of this letter
and the tabulation to the Research Directors of each
of the Companies.

Very truly yours,

H. T. Custer

HTA:bn
Enclosure

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